

State of California
CIWMB 225 (Rev. 7/07)

California Integrated Waste
Management Board

CONTRACT ALLOCATION PROPOSAL

Project Title: EEI Professional Fundraiser	
Program/Office: OEE	Concept No.:
Requestor/Primary Contact: Mindy Fox	Fund (IWMA, Oil, RMDZ, etc.):
Estimated Contract Amount: \$ 50,000	

I. PROPOSAL OVERVIEW

- **Need, Purpose, and Linkage to Strategic Directives**

To date, the Office of Education and the Environment (OEE) has procured sufficient funding (over \$11.5 million) to complete the production of 85 K-12 curriculum units for the Education and the Environment Initiative (EEI). Most of this funding was received from a number of State agencies. While funding has been secured to complete curriculum production, it must still be printed and delivered to classrooms in California's 1,059 school districts in order for it to be effective. In addition, teachers must be trained in its use. This proposal seeks \$50,000 to hire a professional fundraiser to help secure the estimated \$37.5 million that is still needed to print and disseminate the EEI curriculum and to train California teachers in its use. While OEE staff have prepared several grant applications, they are consumed with production of the EEI curriculum. More importantly, OEE lacks the fundraising expertise to identify the best sources of funding and to write multiple effective grant applications. This request is consistent with Strategic Directive 11.4: "Secure at least 50 percent of the total funding for EEI public outreach and education from private entities".

- **Description of the proposed project**

The professional fundraiser hired through this proposed contract could potentially leverage the requested \$50,000 into millions of dollars of private and foundation funding and in-kind contributions.

OEE's goal is to raise \$25 million of the needed \$37.5 million from external sources such as foundations and corporate donors. The remainder can be generated from a variety of state partners due to the nexus of their environmental messaging and the EEI Curriculum content.

The professional fundraiser will help identify the best potential funders and then develop the grant proposals. Contributors may support EEI with either a monetary donation or a contribution of goods or services. Examples of goods or services include: 1) the paper for the EEI Curriculum, 2) the printing of the EEI Curriculum, and 3) the shipping of the curriculum to California's school districts and teachers.

OEE will provide the professional fundraiser with a list of potential donors who, in 2004, expressed their potential philanthropic financial support of the EEI in 2004. This prospective financial support was predicated on The State of California's funding of the EEI in the initial

development and curriculum implementation phases. Recent funding of the EEI strategic planning effort by the Packard Foundation for \$265,000 has set the stage for additional philanthropic support of the EEI.

- **Expected outcomes and impact if project is not approved**

OEE expects that the professional fundraiser will successfully obtain private sector funding and donations of goods and services for the EEI of at least \$12 million. If the funding for this proposal is not approved, there will likely be insufficient funds to print and disseminate the EEI curriculum and to train teachers in its use.

- **Measurement of project success/outcomes**

The amount of funding raised and resources committed will serve as the measure of success of this project.

II. PRIMARY TASKS, DELIVERABLES AND MILESTONES

Because the EEI curriculum is slated for approval by the State Board of Education in January 2010, OEE's goal is to have the curriculum in the hands of trained teachers by the beginning of the 2010/2011 school year (August/September for most school districts). Consequently, commitments of funding for printing and dissemination of the curriculum and training of teachers should be obtained prior to 2010.

Primary Tasks

Task 1 - Develop a spreadsheet of potential funders of the EEI curriculum that includes, but is not limited to, the following information:

- name of organization
- maximum award amount
- typical award amount
- summary of funding criteria
- ranking of how closely the EEI curriculum fits the funding criteria
- grant application due date(s)

Deliverable: Spreadsheet of potential funders

Due Date: April 17, 2009

Task 2 - Develop a fundraising plan that includes:

- the targeted grants
- businesses targeted for donations of goods and/or services
- a strategy (including timeline) for developing the grant applications and soliciting donations

Deliverable: Fundraising Plan

Due Date: April 30, 2009

Task 3 - Write and submit grant applications

Deliverable: Grant applications

Due Dates: To be determined – based upon funder application due dates

Task 4 – Advise EEI Management Team regarding solicitation of goods and/or services from businesses

Deliverable: Advice regarding strategies for soliciting goods/and or services from businesses

Due Date: As needed

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CONTRACT ALLOCATION PROPOSAL

Project Title: PSA Distribution Services	
Program/Office: Office of Public Affairs	Concept No.:
Requestor/Primary Contact: Jon Myers	Fund (IWMA, Oil, RMDZ, etc.):
Estimated Contract Amount: \$ 60,000	

I. PROPOSAL OVERVIEW

In support of Strategic Directive 11.1, Public Outreach and Education and the Board's directive to "conduct regular public education and public outreach statewide, resulting in annual increases in the public's awareness of the CIWMB and sound environmental practices" this proposed allocation seeks fund for ongoing distribution of CIWMB created/generated public service announcements (PSA).

The use of videos and public service announcements in outreach and marketing can be an effective tool in spreading the Boards message on a variety of programs or issues. The Office of Public Affairs has been creating or generating a series of PSA's as part of its ongoing efforts to promote programs and issues.

The highly successful eRecycle.org campaign produced two PSA's for television and two more for radio; all have maintained a relevantly long shelf life and received thousands of air plays. The earned media for this effort valued at more than \$4.6 million and helped drive consumers to the eRecycle.org website and promote the electronic waste program. Similarly, one radio PSA was created for the 3,000 Mile Myth campaign and received nearly 9,000 airplays in its short distribution life. Again, this PSA helped drive consumers to a website where more information is provided to change consumer behavior on oil change frequency. This earned media equates to more than \$600,000 of paid advertisement purchasing.

While the cost of creating these PSA's, either audio or video, is relatively low due to our in-house capabilities and ability to leverage sponsorships and other campaigns, the distribution of PSA's are not easily accomplished in-house. Therefore, CIWMB has been contracting out PSA distribution services as part of its public outreach campaigns when strategies call for such a tactic. However, there are CIWMB programs and issues being conducted in-house that do not call for public outreach contracts and thereby do not have funds available for such efforts.

This allocation proposal looks to create an agreement with a contractor for PSA distribution services to distribute OPA created/generated PSA's to publicize ongoing outreach campaigns or efforts.

Currently, as mentioned, OPA has included PSA distribution costs into its contracts. The past tire sustainability campaign built into it approximately \$40,000 for distribution services of a radio PSA (not including cost of PSA creation). The Board's past eRecycle.org campaign allocated \$120,000 (2 years) for distribution services and again for the 3,000 Mile Myth campaign, roughly \$48,000 (9 months) was allocated for distribution services. However, these contracts were limited to only those PSA's that pertained directly to the issue as spelled out in the scope of work.

The Office of Public Affairs looks to generate future PSA's in early 2009 to continue to promote reusable bags as well as promote other Board programs such as kidsbegreen.org, 3,000 Mile Myth

and general Reduce, Reuse & Recycle messaging. Utilizing one contractor for PSA distribution services would allow the Board to easily conduct distribution of these messages. Furthermore, this contractor would save money on future campaigns contracted as distribution budgets would not need to be included in proposals.

This allocation proposal calls for \$60,000 for a PSA distribution contract for one-year to distribute PSA's created or generated by CIWMB. Staff estimates that these funds will allow for the ongoing distribution of eRecycle.org, 3,000 Mile Myth, tire care, kids outreach and local outreach over a 12-month period as needed.

II. PRIMARY TASKS, DELIVERABLES AND MILESTONES

The selected contractor will:

- Provide input and assistance in PSA scripting.
- Consult on PSA development for acceptable media format.
- Distribute CIWMB created/generated PSA's to targeted media markets in coordination and consultation with Office of Public Affairs.
- Generate media impressions data report provided to contract manager per distribution effort.
- Evaluate earned media value versus paid media value and provide contractor manager with evaluation per each PSA effort.